



09/580,583

~~SEARCHED~~ ~~INDEXED~~ ~~SERIALIZED~~ ~~FILED~~  
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

4/13/A 04  
~~PATENT~~  
1/12/04

Applicant: Toni Kopra Examiner: Gravini, Stephen Michael  
Application No.: 09/580,583 Group Art Unit: 3622  
Filed: May 30, 2000 Docket No.: 08212/00200298-US0/NC28129  
Title: LOCATION AWARE PRODUCT PLACEMENT AND ADVERTISING

## **AMENDMENT AND RESPONSE**

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NOV 25 2003  
GROUP 3600

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This Response is submitted in reply to the Office Action mailed May 13, 2003. In view of the following amendment and response, Applicants respectfully request favorable reconsideration of this application. Please amend the application as follows:

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks** begin on page 9 of this paper.

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02 FC:1202

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